

Amendments to the Claims:

Following is a complete listing of the claims pending in the application, as amended:

1. (Currently Amended) A method in a computing system for classifying~~naming~~ groups of users of a subject Web site, comprising:

retrieving information identifying, for each of a plurality of groups, users that are members of the group;

for each group, analyzing properties of the members of the group to identify properties that distinguish users that are members of the group from users that are not members of the group, the analyzed properties relating to interactions with the subject Web site undertaken by users;

for at least one selected group:

displaying the properties identified as distinguishing members of the selected group from users that are not members of the selected group;

receiving user input specifying a name to classify~~for~~ the selected group; and

persistently storing the specified name in a manner that associates the specified name with the selected group, enabling the specified name to be displayed in conjunction with the selected group at a future time,

wherein one or more properties are identified that reflect whether the users viewed a particular Web page.

2. (Original) The method of claim 1, further comprising, for each selected group, displaying with each property identified for the selected group an icon representing the property.

3. (Canceled)

4. (Original) The method of claim 1 wherein one or more properties are identified that reflect whether the users purchased a particular item.

5. (Original) The method of claim 1 wherein one or more properties are identified that reflect whether the users viewed a Web page among a group of Web pages relating to a particular product category.

6. (Original) The method of claim 1 wherein one or more properties are identified that reflect whether the users purchased an item in a particular product category.

7 – 28. (Canceled).

29. (Currently Amended) A method in a computing system for characterizing a selected group of items relative to one or more other groups of items, comprising:

displaying information identifying the selected group; and

in conjunction with the displayed information identifying the selected group, displaying one or more icons, each icon indicating a characteristic of members of the selected group that differentiates typical members of the selected group from typical members of the other groups,

wherein each item in the selected group is a user, and wherein a distinguished icon among the displayed icons indicates a characteristic reflecting either performance by users or failure of users to perform a selected action with respect to products in a selected product category, the method further comprising displaying, in conjunction with each displayed icon, one or more product indications, the displayed products indications indicating the products in the selected product category with respect to which the largest numbers of the users of the selected group either performed the selected action or failed to perform the selected action.

30. (Original) The method of claim 29 wherein a plurality of icons are displayed, and wherein the plurality of icons is displayed in an order corresponding to the extent to which the characteristic indicated by each differentiates typical members of the selected group from typical members of the other groups.

31. (Original) The method of claim 29, further comprising displaying, in conjunction with each displayed icon, an indication of the extent to which the characteristic indicated by each differentiates typical members of the selected group from typical members of the other groups.

32. (Original) The method of claim 29, further comprising displaying, in conjunction with each displayed icon, a shape whose length indicates the extent to which the characteristic indicated by the displayed icon differentiates typical members of the selected group from typical members of the other groups.

33. (Original) The method of claim 29, further comprising displaying, in conjunction with each displayed icon, an indication of the extent to which the members of the selected group has the characteristic indicated by the icon.

34. (Original) The method of claim 29, further comprising displaying, in conjunction with each displayed icon, the percentage of the members of the selected group has the characteristic indicated by the icon.

35. (Canceled).

36. (Currently Amended) The method of claim 29~~35~~ wherein the displayed product indications are displayed in an order corresponding to the number of users of the selected group either performed the selected action or failed to perform the selected action.

37. (Currently Amended) The method of claim 2935 wherein a Web site includes a Web page for each product in the selected product category, and wherein the selected action is viewing the Web page for a product in the selected product category.

38. (Currently Amended) The method of claim 2935 wherein a Web site includes a Web page in a selected Web page category, and wherein the selected action is viewing the Web page in the selected Web page category.

39. (Currently Amended) The method of claim 2935 the selected action is purchasing a product in the selected product category.

40. (Currently Amended) The method of claim 2935 wherein a Web site includes a Web page for each product in the selected product category, and wherein each displayed product indication includes a link to the Web page for the product indicated by the product indication.

41. (Original) The method of claim 29 wherein the characteristic indicated by a distinguished one of the displayed icons is possession of a distinguished attribute by at least a portion of the members of the selected group.

42. (Original) The method of claim 29 wherein the characteristic indicated by a distinguished one of the displayed icons is non-possession of a distinguished attribute by at least a portion of the members of the selected group.

43. (Original) The method of claim 29 wherein the displayed icons characterize a selected group of users of a Web site.

44. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a shopping basket.

45. (Original) The method of claim 29 wherein the displayed icons are brand logo icons that indicate actions related to one or more brands of products.

46. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a shopping basket overlaid by a circle-slash symbol indicating negation.

47. (Original) The method of claim 29 wherein one of the displayed icons indicates a high number of item purchases.

48. (Original) The method of claim 29 wherein one of the displayed icons indicates a low number of item purchases.

49. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a coupon.

50. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a coupon overlaid by a circle-slash symbol indicating negation.

51. (Original) The method of claim 29 wherein one of the displayed icons indicates a high level of coupon use.

52. (Original) The method of claim 29 wherein one of the displayed icons indicates a low level of coupon use.

53. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a dollar sign.

54. (Original) The method of claim 29 wherein one of the displayed icons conveys the likeness of a dollar sign overlaid by a circle-slash symbol indicating negation.

55. (Original) The method of claim 29 wherein one of the displayed icons indicates a high level of spending.

56. (Original) The method of claim 29 wherein one of the displayed icons indicates a low level of spending.

57. (Original) The method of claim 29, further comprising displaying a control usable by a user to specify a name for the selected group.

58. (Original) The method of claim 29 wherein the selected group and the other groups are mutually exclusive, in that no item belongs to more than one group.

59. (Currently Amended) A computing system for characterizing a selected group of items relative to one or more other groups of items, comprising:

a display device; and

a display generation subsystem that causes to be displayed together on the display device:

information identifying the selected group, and

one or more icons, each icon indicating a characteristic of members of the selected group that differentiates typical members of the selected group from typical members of the other groups,

wherein each item in the selected group is a user, and wherein a distinguished icon among the displayed icons indicates a characteristic reflecting either performance by users or failure of users to perform a selected action with respect to products in a selected product category, the method further comprising displaying, in conjunction

with each displayed icon, one or more product indications, the displayed products indications indicating the products in the selected product category with respect to which the largest numbers of the users of the selected group either performed the selected action or failed to perform the selected action.

60. (Original) The computing system of claim 59 wherein the display generation subsystem causes a plurality of icons to be displayed, in an order corresponding to the extent to which the characteristic indicated by each differentiates typical members of the selected group from typical members of the other groups.

61. (Original) The computing system of claim 59 wherein the display generation subsystem causes to be displayed, in conjunction with each displayed icon, an indication of the extent to which the characteristic indicated by each differentiates typical members of the selected group from typical members of the other groups.

62. (Original) The computing system of claim 59 wherein the display generation subsystem causes to be displayed, in conjunction with each displayed icon, a shape whose length indicates the extent to which the characteristic indicated by the displayed icon differentiates typical members of the selected group from typical members of the other groups.

63. (Original) The computing system of claim 59 wherein the display generation subsystem causes to be displayed, in conjunction with each displayed icon, the percentage of the members of the selected group has the characteristic indicated by the icon.

64 – 80. (Canceled).